VOLUME 15, NUMBER 2, APRIL 1987

Contents

Corporate Risk Philosophy for Improved Risk Management 107
Danny A. Samson

The Dual Role of Informational Social Influence: Implications for Marketing Management 123
Dennis L. Rosen and Richard W. Olshavsky

Assessing the Impact of Sales-Force Contests: An Application 145
Albert R. Wildt, James D. Parker, and Clyde E. Harris, Jr.

New Brand Names and Inferential Beliefs: Some Insights on Naming New Products 157
George M. Zinkhan and Claude R. Martin, Jr.

An Empirical Comparison of Alternative Methods for Principal Component Extraction 173
Raymond Hubbard and Stuart J. Allen

Bankers' Responses to the ETC Act: Attitudes and the Degree of International Involvement 191
James M. Maskulka and Michael Y. Hu

VOLUME 15, NUMBER 3, JUNE 1987

Contents

Special Section on International Marketing: Introduction 201
M. Frank Bradley

Nature and Significance of International Marketing: A Review 205
M. Frank Bradley

Firm and Management Characteristics as Discriminators of Export Marketing Activity 221
S. Tamer Cavusgil and Jacob Naor

Assessments of Selected Foreign Suppliers by Saudi Importers: Implications for Exporters 237
Ugur Yavas, S. Tamer Cavusgil, and Secil Tuncalp

Linear Models as Aids in Insurance Decision Making: The Estimation of Automobile Insurance Claims 247
Dannys Samson and Howard Thomas

Practicing Advertising Researchers and Their Views of Academic Researchers 257
J. Steven Kelly

Advertising-versus-Marketing Mix Carryover Effects: An Empirical Evaluation 269
Cornelis A. de Kluyver and Roderick J. Brodie

Announcement 289

VOLUME 15, NUMBER 4, AUGUST 1987

Contents

Further Evidence of the Influence of Option Expiration on the Underlying Common Stock 291
Robert A. Strong and William P. Andrew

The Effect of the Degree of Ownership Control on Firm Diversification, Market Value, and Merger Activity 303
William P. Lloyd, John H. Hand, and NavalK. Modani

Stability of Membership in Market Segments Identified with a Disaggregate Consumption Model 313
John U. Farley, Donald R. Lehmann, and Russell S. Winer

The Impact of a Captive Insurance Company's Formation on a Firm's Value after the Carnation Case 329
Mark L. Cross, Wallace N. Davidson III, and John H. Thornton

Strategic Market Planning in a Turbulent Business Environment 339
Ronnie Silverblatt and Pradeep Korgaonkar

Fortune 500 List Revisited 12 Years Later: Still an Endangered Species for Academic Research? 359
Dennis H. Tootelian and Ralph M. Gaedeke

Selecting Cost-Effective Survey Methods: Foot-In-Door and Prepaid Monetary Incentives 365
Terrence B. O'Keefe and Pamela M. Homer

VOLUME 15, NUMBER 5, OCTOBER 1987

Contents

The Effect of Power Sources on Compliance in a Channel of Distribution: A Causal Model 377
Kenneth A. Hunt, John T. Mentzer, and Jeffrey E. Danes

Organizational Culture Relationships with Creativity and Other Job-Related Variables 397
Christine S. Koberg and Leonard H. Chusmir

Business Negotiations in Canada, Mexico, and the United States 411
Nancy J. Adler, John L. Graham, and Theodore Schwarz Gehrke

Performance-Rating Accuracy: A Critical Review 431
Robert L. Heneman, Kenneth N. Wexley, and Michael L. Moore

The Effect of Call-Option-Listing Announcement on Shareholder Wealth 449
Ramesh P. Rao and Christopher K. Ma

VOLUME 15, NUMBER 6, DECEMBER 1987

Contents

Introduction to Strategic Studies in *Markstrat* 467
Victor J. Cook

Strategic Studies in *Markstrat* 469
Hubert Gatignon

Management Learning in *Markstrat*: The ICL Experience 481
Harvey Dodgson

Management Perspectives On *Markstrat*: The GE Experience and Beyond 491
Thomas C. Kinnear and Sharon K. Klammer

Learning from Strategic Success and Failure 503
Theresa K. Lant and David B. Montgomery

Assessing Marketing Risk 519
Victor J. Cook, Jr. and John R. Page

Profit Potential as a Martingale Process 531
Marjorie Fox Utsey

Group Process and Decision Performance in a Simulated Marketing Environment 545
Rashi Glazer, Joel H. Steckel, and Russell S. Winer

On Simulations in Business Education and Research 559
Jean-Claude Larréché

Author Index 573

Subject Index 575

Volume Contents